

Minutes of the Madoc & District Chamber of Commerce

Tuesday, June 14th, 2011

Madoc Public Library and Cultural Centre

1. Call to order by Robin Carscadden, Vice Chair
2. Introductions: Robin Carscadden, Vice Chair`
Jim Bakker, Coordinator
Ellen Wilson, Secretary
Judy Smith, Treasurer
Cliff Andrews
Tom Deline
Carol Murray
Jim Murray
Regrets from April Rodgers, Tom Simpson, Dan & Cyndy Winterburn, Terry & Debbie Richardson, Rob Price
3. Approval of Agenda: Moved by Tom Deline and seconded by Cliff Andrews that the agenda be approved. Carried.
4. Minutes of the May 10th, 2011 meeting. Moved by Ellen Wilson and seconded by Cliff Andrews that the minutes be approved. Carried.
5. Business arising from minutes. None.
6. Correspondence: None.
7. Business arising from correspondence: None.
8. Financial report: Bank Account \$7420.10 in the bank. There are 75 paid members to date.
9. Old Business: i. Thursday Market Update (Cliff Andrews): There are 12-14 vendors each week and they are noticing that there are more out-of-town people shopping at the market.
ii. Madoc Market Vendors (Saturday Market) updates – Robin Carscadden: There is one vacant spot left to fill. They are working on the “Art in the Market” promotion. The “Show & Shines” planned need donations for prizes. Moved by Jim Bakker and seconded by Cliff Andrews that \$150.00 be paid to Laser Graphics for trophies for the “Show & Shine” shows. Carried.
iii. RTO Region 11 (OHTO) Updates – Jim Bakker: There will a special general meeting held to pass by-laws for governance policies. There is now a tourism oriented website at OntarioHighlands.ca. There is an on going push to get owner/operators involved with OHTO, and there will be a project team put together to create tourism packages. A facilitator may be available in the future. It is important to keep representation on the OHTO board at the current level (4 of the 16 board members are from Hastings County) despite the lack of financial support from County or municipal levels of government.
iv. Service Excellence Celebration: This is a partnership of CFDC Bancroft, EMC Publications and ComfortCountry. It is a contest designed to solicit comments from clients or customers of ComfortCountry businesses describing how they were received. The main response to date has been

from businesses that distributed the information cards describing the contest.

- v. May 19th Meeting with the Economic Development Committee. The Eco. Dev't committee will take over the ownership of the banners. The coordination of the Village Square was referred back to committee for reconsideration. The Chamber office will continue to coordinate events using the Village Square.
10. New Business: i. Madoc Heritage Music & Arts Festival 2011. Terry and Debbie Richardson will use the funds from past festivals to support "Drum Nation", September 10, 2011, as a continuation of the Music Festival.
- ii. Projects for 2011: The Chamber will buy 2-sided banners to fit the four existing portable a-frames. These can be purchased at about \$100.00 each. The fixed banners are now the responsibility of the Municipality. We will purchase trophies for the show and shine at the market (\$150.00) and we will replace the folding tables used in the library's basement meeting room (\$800.00). Computer and software updates will cost about \$750.00. Moved by Judy Smith and seconded by Cliff Andrews that the Chamber proceed with these projects. Carried.
 - iii. Workshops and seminars being developed are "Exit Strategies for Local Business Owners" by Norm Bates. This is a programme devised to help business owners develop succession plans and exit strategies from their businesses. "Shameless Business Promotions" will be repeated. This was offered several years ago. "Building Business During the Off Season" is a seminar offered by the "Shameless" people. "Building Alliances & Partnerships" is described as speed dating for businesses. Businesses meet one-on-one with a variety of businesses with the goal of forming marketing and tourism packages. Times and dates of all these seminars will be announced later in the fall.
11. Next Meeting – August 9th, 7:30. p.m. at the Madoc Public Library and Cultural Centre, lower level.
12. Meeting Adjoined.